

Methodology

Summary Of Approach

This section of the report provides a summary of the survey approach used to generate the tenant perception measures to be published by Welwyn Hatfield. This is laid out using the headings specified in the Regulator's 'Annex 5: Tenant Satisfaction Measures, Tenant Survey Requirements' document.

A) Summary Of Achieved Sample Size

Welwyn Hatfield has 8,652 LCRA households and to meet the new requirements, has to collect a minimum of 574 responses each year, to provide data with an overall accuracy of $\pm 4\%$ at 95% confidence interval for the Tenants survey. 601 LCRA interviews have been completed, achieving an overall accuracy of $\pm 3.9\%$ at the 95% confidence level and allowing for accurate analysis of the results.

B) Timing Of The Survey

Data collection was carried out between July 2024 and early February 2025.

C) Data Collection Methods

This survey was primarily undertaken by telephone as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily monitored and controlled.

Kwest's interviewers worked in shifts to provide maximum coverage. Telephone calls were made at different times of the day, including morning, afternoon and evening attempts and weekend calls were available. Interviewers made up to 5 attempts to secure a survey response with each sampled LCRA household.

In addition to this, digital techniques (email invitations and SMS links) were available to broaden survey reach and accessibility. 15% of responses were collected using digital methods, of which approximately three quarters of responses were returned via the SMS link option.

D) Sampling Methods

A stratified sampling method was used, taking into account age group, property group, number of bedrooms, and region.

E) Assessment Of Representativeness Of Respondents

The statistical accuracy achieved in the survey will ensure excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. Representativeness is checked and monitored against a range of criteria. For example; Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored simultaneously to deliver required accuracy levels and excellent representativeness. As one quota is completed, contact details are withdrawn from that group and other live groups continue to be prioritised.

Kwest's TSM Representativeness Assessment ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. Our dashboards work in conjunction with the Telephone Management System and provide an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches the base population. Output on Kwest's online reports allows Welwyn Hatfield to view progress versus targets at any time.

To demonstrate representativeness of response, Kwest used a number of population sub-groups. These include age, property type, family type, and area. These categories were chosen to provide good coverage by geographical location, demographic profile, characteristics and type of housing. Due to the adaptive and flexible nature of our systems and the ability to continually adjust interviewing throughout data collection, representativeness is an excellent match across all groups assessed. Details of this are provided below.

Representativeness By Age Group

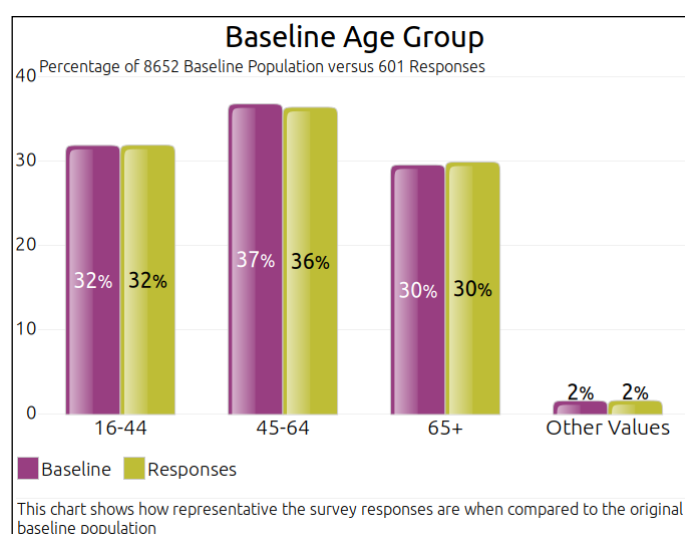


FIGURE 0.1

Representativeness By Property Type

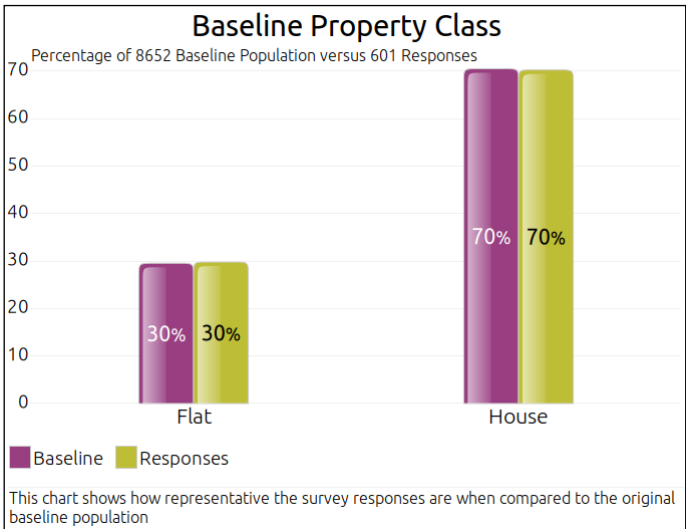


FIGURE 0.2

Representativeness By Number Of Bedrooms

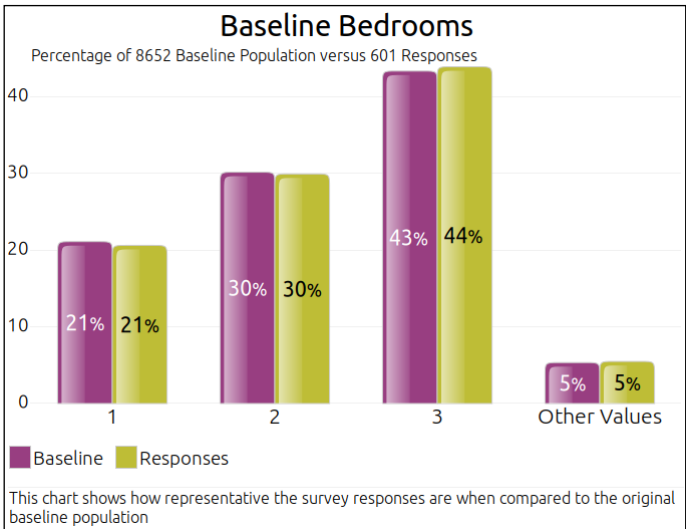


FIGURE 0.3

Representativeness By Ward

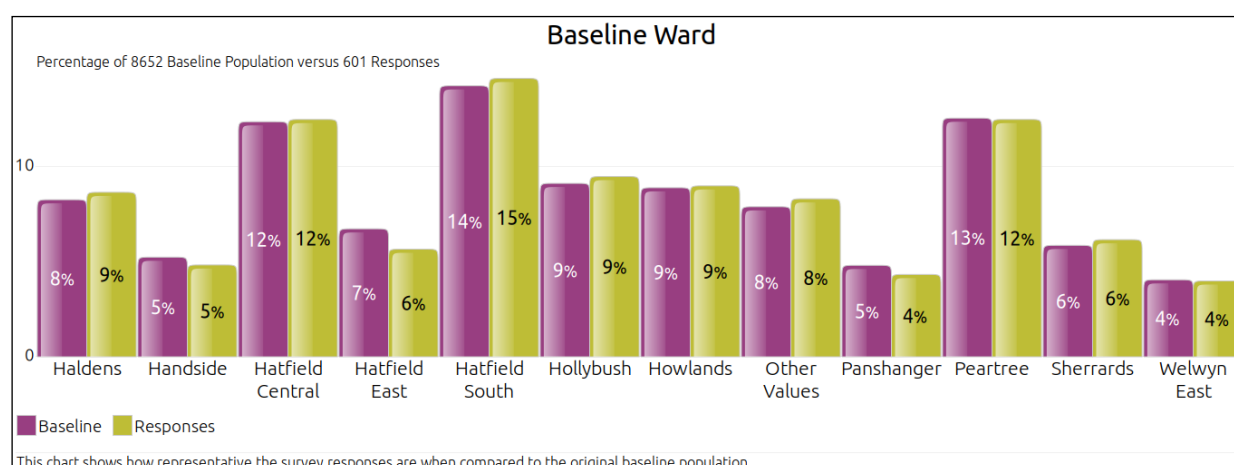


FIGURE 0.4

F) Details Of Applied Weighting

Not applicable. Due to the tools used to monitor response throughout data collection and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved across multiple groups and therefore no weighting of data was required.

G) External Contractors Used

Kwest Research Limited is one of the longest standing research organisations that works exclusively for social housing providers. Kwest undertook the Tenant Satisfaction Measures survey on behalf of Welwyn Hatfield as part of a contract to provide TSM research services. Kwest is responsible for all elements of the research.

H) Households Excluded From The Sampling Frame Under Exceptional Circumstances

Not applicable, no households were excluded from sampling, and a mixed methodology approach was used to provide an alternative way of responding for households who would not be able to respond by telephone. Where necessary, particularly for sheltered tenants, responses from carers or interpreters answering on a tenant's behalf were accepted.

I) Reasons For Failure To Meet Required Sample Size Requirements

Not applicable, a sufficient number of responses have been gathered to meet the requirements.

J) Incentives Used In The Survey To Encourage Response

All respondents were entered into a prize draw for a chance to win a £100 shopping voucher, issued by Welwyn Hatfield in March 2024.

K) Methodological Issues That Have A Material Impact On Satisfaction

There are no methodological issues that have a material impact on the tenant perception measures reported.